IN THE CLAIMS

Please amend the claims as follows:

1. (Currently Amended) An apparatus comprising:

a display for presenting information;

~~a housing connected to the display for supporting the display; and~~

a keyboard assembly ~~comprising a touch sensitive screen keyboard~~ connected through a sliding connection to the housing, the keyboard assembly deployable in ~~multiple directions~~ a first direction and a second direction, ~~wherein the information presented through the display is oriented based on a direction of deployment of the keyboard assembly~~ wherein deployment in the first direction presents a first key arrangement and deployment in the second direction presents a second key arrangement different from the first key arrangement;

an overlap area defined between the display and the keyboard assembly, wherein the overlap area is common to deployment in both the first direction and the second direction; and

electrical connections between the display and the first key arrangement and between the display and the second key arrangement, wherein the electrical connections are disposed in the overlap area.

2. (Canceled)

3. (Currently Amended) The apparatus of claim [[2]] 1, wherein the first keyboard deployment direction presents a QWERTY key arrangement and the second keyboard deployment direction presents a phone style key arrangement.

4. (Currently Amended) The apparatus of claim [[2]] 1, wherein the device is operable as a PDA and a phone.

5. (Previously Presented) The apparatus of claim 1, wherein the device is operable in a wireless environment.

6. (Currently Amended) The apparatus of claim 1, wherein the sliding connection [[is]] comprises a track connected to the display and carrier ~~type of connection~~ connected to a surface of the keyboard assembly facing the display.

7. (Previously Presented) The apparatus of claim 1, wherein the display is a touch sensitive screen.

8. (Currently Amended) A method for presenting information on a display of a device, the device having a keyboard assembly ~~comprising a touch sensitive screen keyboard~~ deployable through a sliding connection, the keyboard assembly deployable in multiple directions, the method comprising:

detecting a direction in which the keyboard assembly is deployed, wherein the respective direction corresponds to one of a first operational mode or a second operational mode; [[and]]

orienting information presented on the display with reference to the direction of deployment of the keyboard assembly, thereby defining an operating one of the first operational mode and the second operational mode;

receiving a communication corresponding to a non-operating one of the first operational mode and the second operational mode;

generating a prompt to switch from the operating one to the non-operating one of the first operational mode and the second operational mode in response to the received communication;

detecting a change in the direction in which the keyboard assembly is deployed corresponding to the switch from the operating one to the non-operating one of the first operational mode and the second operational mode; and

changing the orientation of the information presented on the display with reference to the change in the direction in which the keyboard assembly is deployed.

9. (Previously Presented) The method of claim 8, further comprising:

orienting information presented on the display with reference to user input.

10. (Previously Presented) The method of claim 8 further comprising:

orienting information presented on the display with reference to input from an application resident on the device.

11. (Currently Amended) An apparatus comprising:

a display for presenting information in a first orientation or a second orientation;

~~a housing connected to the display for supporting the display; and~~

a keyboard assembly ~~comprising a touch sensitive keyboard connected through a sliding connection to the housing, the keyboard assembly~~ deployable in multiple directions, wherein the keyboard assembly provides a first set of key arrangement when deployed in a first direction, and provides a second set of key arrangement when deployed in a second direction, wherein the first set of key arrangement corresponds to a first operational mode and wherein the second set of key arrangement corresponds to a second operational mode; and

wherein the apparatus is operable to generate a prompt to switch between an operating one and a non-operating one of the first operational mode and the second operational mode in response to a received communication corresponding to the non-operating one of the first operational mode and the second operational mode.

12. (Canceled)

13. (Currently Amended) An apparatus for presenting information on a display of a device, the device having a keyboard assembly ~~comprising a touch sensitive screen keyboard~~ deployable through a sliding connection, the keyboard assembly deployable in multiple directions, comprising:

means for detecting a direction in which the keyboard assembly is deployed, wherein the respective direction corresponds to one of a first operational mode or a second operational mode; [[and]]

means for orienting information presented on the display with reference to the direction of deployment of the keyboard assembly, thereby defining an operating one of the first operational mode and the second operational mode;

means for receiving a communication corresponding to a non-operating one of the first operational mode and the second operational mode;

means for generating a prompt to switch from the operating one to the non-operating one of the first operational mode and the second operational mode in response to the received communication;

means for detecting a change in the direction in which the keyboard assembly is deployed corresponding to the switch from the operating one to the non-operating one of the first operational mode and the second operational mode; and

means for changing the orientation of the information presented on the display with reference to the change in the direction in which the keyboard assembly is deployed.

14. (Currently Amended) At least one processor for presenting information on a display of a device, the device having a keyboard assembly ~~comprising a touch-sensitive screen keyboard~~ deployable through a sliding connection, the keyboard assembly deployable in multiple directions, comprising:

means for detecting a direction in which the keyboard assembly is deployed, wherein the respective direction corresponds to one of a first operational mode or a second operational mode; [[and]]

means for orienting information presented on the display with reference to the direction of deployment of the keyboard assembly, thereby defining an operating one of the first operational mode and the second operational mode;

means for receiving a communication corresponding to a non-operating one of the first operational mode and the second operational mode;

means for generating a prompt to switch from the operating one to the non-operating one of the first operational mode and the second operational mode in response to the received communication;

means for detecting a change in the direction in which the keyboard assembly is deployed corresponding to the switch from the operating one to the non-operating one of the first operational mode and the second operational mode; and

means for changing the orientation of the information presented on the display with reference to the change in the direction in which the keyboard assembly is deployed.

15. - 25. (Canceled)

26. (Currently Amended) The apparatus of claim 1, further comprising a first Hall effect sensor positioned in the display, a magnet positioned in the keyboard assembly adjacent to the first key arrangement, and a second Hall effect sensor positioned in the keyboard assembly adjacent to the second key arrangement, wherein the first Hall effect sensor and the second Hall effect sensor are operable to respectively determine deployment of the keyboard assembly in the first direction and the second direction based on sliding movement relative to the magnet.

27. (Previously Presented) The apparatus of claim 1, further comprising a Hall effect sensor positioned in the keyboard assembly.

28. (Currently Amended) The method of claim 8, wherein the device [[has]] further comprises a first Hall effect sensor positioned in the display, a magnet positioned in the keyboard assembly adjacent to a first key arrangement corresponding to the first operational mode, and a second Hall effect sensor positioned in the keyboard assembly adjacent to a second key arrangement corresponding to the second operational mode, wherein each of the detecting of the direction in which the keyboard assembly is deployed and the detecting of the change in the direction in which the keyboard assembly is deployed further comprises determining relative sliding movement of the magnet with respect to one of the first Hall effect sensor or the second Hall effect sensor.

29. (Previously Presented) The method of claim 8, wherein the keyboard assembly further comprises a Hall effect sensor.

30. (Currently Amended) The apparatus of claim 11, further comprising a first Hall effect sensor positioned in the display, a magnet positioned in the keyboard assembly adjacent to the first set of key arrangement, and a second Hall effect sensor positioned in the keyboard assembly adjacent to the second set of key arrangement, wherein the first Hall effect sensor and the second

Hall effect sensor are operable to respectively determine deployment of the keyboard assembly in the first direction and the second direction based on sliding movement relative to the magnet.

31. (Previously Presented) The apparatus of claim 11, further comprising a Hall effect sensor positioned in the keyboard assembly.

32. (Currently Amended) The apparatus of claim 13, wherein the means for detecting a direction in which the keyboard assembly is deployed comprises a first Hall effect sensor positioned in the display and a magnet positioned in the keyboard assembly adjacent to a first key arrangement corresponding to the first operational mode, and wherein the means for detecting a change in the direction in which the keyboard assembly is deployed comprises the magnet and a second Hall effect sensor positioned in the keyboard assembly adjacent to a second key arrangement corresponding to the second operation mode.

33. (Previously Presented) The apparatus of claim 13, wherein the means for detecting a direction in which the keyboard assembly is deployed comprises a Hall effect sensor is positioned in the keyboard assembly.

34. (Currently Amended) The at least one processor of claim 14, wherein ~~device has~~ the device further comprises a first Hall effect sensor positioned in the display and a magnet positioned in the keyboard assembly adjacent to a first key arrangement corresponding to the first operational mode, and a second Hall effect sensor positioned in the keyboard assembly adjacent to a second key arrangement corresponding to the second operation mode, wherein the first Hall effect sensor and the second Hall effect sensor are operable to respectively generate a signal indicating deployment of the keyboard assembly in the first direction and the second direction based on sliding movement relative to the magnet, wherein the means for detecting a direction in which the keyboard assembly is deployed and the means for detecting a change in the direction in which the keyboard assembly is deployed are operable to receive a respective signal.

35. (Previously Presented) The at least one processor of claim 14, wherein the keyboard assembly further comprises a Hall effect sensor.

36. (New) The apparatus of claim 1, wherein the electrical connections comprises a flexible circuit material.

37. (New) The apparatus of claim 1, wherein the display is operable for presenting the information in a first orientation or a second orientation, wherein the first key arrangement corresponds to a first operational mode and wherein the second key arrangement corresponds to a second operational mode, wherein the device is operable to generate a prompt to switch between an operating one and a non-operating one of the first operational mode and the second operational mode in response to a received communication corresponding to the non-operating one of the first operational mode and the second operational mode.

38. (New) The apparatus of claim 1, wherein the sliding connection further comprises a first pair of tracks connected to the display, a first pair of carriers connected to a first portion of the keyboard assembly having the first key arrangement, wherein the first pair of carriers are slidable with respect to the first pair of tracks, a second pair of tracks connected to a second portion of the keyboard assembly opposite the first key arrangement, and a second pair of carriers connected to a third portion of the keyboard assembly having the second key arrangement, wherein the second pair of carriers is slidable with respect to the second pair of tracks, wherein the first pair of tracks is disposed in the first direction and the second pair of tracks is disposed in the second direction.

39. (New) The apparatus of claim 1, further comprising an operating application having a primary aspect ratio and a secondary aspect ratio, wherein the information presented through the display is oriented based on whether or not the keyboard assembly is deployed, a direction of deployment of the keyboard assembly, and one of the primary aspect ratio or the secondary aspect ratio.

40. (New) The method of claim 8, wherein the device further defines an overlap area between the display and the keyboard assembly, wherein the overlap area is common to deployment in both the first operational mode and the second operational mode, wherein the first operational mode corresponds to a first key arrangement of the keyboard assembly, wherein the

second operational mode corresponds to a second key arrangement of the keyboard assembly, and further comprising electrically connecting the display and both the first key arrangement and the second key arrangement through the overlap area.

41. (New) The method of claim 8, wherein the device further comprises an operating application having a primary aspect ratio and a secondary aspect ratio, wherein the orienting of the information presented on the display and the changing of the orientation of the information presented on the display further is further based on reference to whether or not the keyboard assembly is deployed, a direction of deployment of the keyboard assembly, and one of the primary aspect ratio or the secondary aspect ratio.

42. (New) The apparatus of claim 11, further comprising an overlap area defined between the display and the keyboard assembly, wherein the overlap area is common to deployment in both the first direction and the second direction, and electrical connections between the display and the first set of key arrangement and between the display and the second set of key arrangement, wherein the electrical connections are disposed in the overlap area.

43. (New) The apparatus of claim 11, further comprising an operating application having a primary aspect ratio and a secondary aspect ratio, wherein the information presented through the display is oriented based on whether or not the keyboard assembly is deployed, a direction of deployment of the keyboard assembly, and one of the primary aspect ratio or the secondary aspect ratio.

44. (New) The apparatus of claim 13, wherein the device further defines an overlap area between the display and the keyboard assembly, wherein the overlap area is common to deployment in both the first operational mode and the second operational mode, wherein the first operational mode corresponds to a first key arrangement of the keyboard assembly, wherein the second operational mode corresponds to a second key arrangement of the keyboard assembly, and further comprising means for electrically connecting the display and both the first key arrangement and the second key arrangement through the overlap area.

45. (New) The apparatus of claim 13, wherein the device further comprises an operating application having a primary aspect ratio and a secondary aspect ratio, wherein the means for orienting of the information presented on the display and the means for changing of the orientation of the information presented on the display further is further based on reference to whether or not the keyboard assembly is deployed, a direction of deployment of the keyboard assembly, and one of the primary aspect ratio or the secondary aspect ratio.

46. (New) The processor of claim 14, wherein the device further defines an overlap area between the display and the keyboard assembly, wherein the overlap area is common to deployment in both the first operational mode and the second operational mode, wherein the first operational mode corresponds to a first key arrangement of the keyboard assembly, wherein the second operational mode corresponds to a second key arrangement of the keyboard assembly, and further comprising means for electrically connecting the display and both the first key arrangement and the second key arrangement through the overlap area.

47. (New) The processor of claim 14, wherein the device further comprises an operating application having a primary aspect ratio and a secondary aspect ratio, wherein the means for orienting of the information presented on the display and the means for changing of the orientation of the information presented on the display further is further based on reference to whether or not the keyboard assembly is deployed, a direction of deployment of the keyboard assembly, and one of the primary aspect ratio or the secondary aspect ratio.